

REMARKS

Claims 1, 3, 6-8, 10-14, 16, 22, 24, 26-27, and 29 are pending and amended in the application. The Examiner is respectfully requested to reconsider and withdraw the rejections in view of the amendments and remarks contained herein.

Applicant's representatives thank the Examiner for the courtesies extended during the telephone interview of October 11, 2007. The amendments to Claim 1 presented with the previous Amendment, dated April 20, 2007 were discussed. Specifically, Applicant's representatives inquired of the Examiner as to where the "receiving" and "projecting" limitations recited by Claim 1 were examined in the present Office Action. The Examiner indicated that the "receiving" and "projecting" limitations recited by Claim 1 were addressed in paragraph 20 of the present action, which cites to Wells, Col. 6:36-53. Office Action, 7/16/2007, p. 6. As discussed below, Applicant respectfully disagrees with the Examiner's position. Specifically, Applicant maintains that Wells fails to teach or suggest the limitations of Claim 1, including the "receiving" and "projecting" limitations discussed.

CLAIM OBJECTIONS

Claim 29 stands objected to for informalities as being dependent on a canceled claim. Claim 29 is amended to depend from pending Claim 26. Reconsideration and withdrawal of the objection are respectfully requested.

REJECTION UNDER 35 U.S.C. § 112

Claims 14, 16, 24, and 27 stand rejected under 35 U.S.C. § 112, second paragraph, as reciting limitations with insufficient antecedent basis. Claims 14, 16, 24, and 27 have been amended and provide sufficient antecedent basis for recited limitations. Reconsideration and withdrawal of the rejections are respectfully requested.

REJECTION UNDER 35 U.S.C. § 103

Claims 1, 3, 5-8, 10-14, 16 and 22-29 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Takahama et al. (U.S. Pub. No. 2003/0032478) in view of Wells (U.S. Pat. No. 6,846,238). With respect to Claims 5, 23, 25, and 28, the rejection is rendered moot by cancellation. With respect to Claims 1, 3, 6-8, 10-14, 16, 22, 24, 26, 27, and 29, the rejection is respectfully traversed.

Claim 1 recites a display method that includes the step of projecting at least one moving image on at least one display area in a game board of a pachinko game machine from the back of a panel. The method also includes projecting a still image on the game board outside of the at least one display area and setting a position parameter that determines a position of the at least one display area, a number parameter that determines a number of the at least one display area, and a size parameter that determines a size of the at least one display area where the at least one moving image is displayed. The method further includes changing more than one of the position parameter, the number parameter, and the size parameter at a predetermined time while the at least one moving image and the still image are displayed. The method further includes receiving a first image changeover signal from a changeover switch

operated by a user and projecting a game machine information image as the still image in response to the first image changeover signal, the game machine information image including a hit frequency corresponding to the pachinko game machine. The method further includes receiving a second image changeover signal from the changeover switch operated by the user and projecting a broadcast television image as the at least one moving image in response to the second image changeover signal. The method further includes receiving a third image changeover signal from the changeover switch operated by the user and projecting both the game information image as the still image and the broadcast television image as the at least one moving image in response to the third image changeover signal, the game machine information image including the hit frequency corresponding to the pachinko game machine.

Takahama et al. and Wells fail to teach or suggest the display method recited by Claim 1.

In the tennis match game program of Takahama et al., images of an opponent character and a ball character are moved over a still image of a tennis court. Takahama et al., para. [0137]. In Takahama et al., information annunciating the game progress, such as the tennis court, opponent character, ball character, scores, and acquired sets are displayed. Takahama et al., para. [0138]. Takahama et al. is silent however as to receiving first, second, and third image changeover signals from a changeover switch operated by a user and projecting a game machine information image in response to the first image changeover signal, projecting a broadcast television image in response to the second image changeover signal, and projecting both the game machine

information image and the broadcast television image in response to the third image changeover signal, as recited by Claim 1.

In Wells, a method is described comprising displaying entertainment content on a wireless game player, the entertainment content selected from the group consisting of an advertisement, news, stock quotes, electronic mail, a web page, a message service, a locator service or a hotel/casino service, a movie, a musical selection, a casino promotion, a broadcast event, a player tracking service, a drink menu and a snack menu. Wells, Col. 6, Lines 45-53. Wells, however, is silent as to receiving first, second, and third image changeover signals from a changeover switch operated by a user and projecting a game machine information image in response to the first image changeover signal, projecting a broadcast television image in response to the second image changeover signal, and projecting both the game machine information image and the broadcast television image in response to the third image changeover signal, as recited by Claim 1.

For these reasons, Takahama et al., and Wells do not teach each and every element of claim 1. With regard to claims 3 and 22, Applicant notes that each depends from claim 1 which defines over the prior art as discussed in detail above. Therefore, claims 3 and 22 also define over the prior art. Reconsideration and withdrawal of the rejections are respectfully requested.

Claim 6 recites a display apparatus comprising a projection mechanism, a control unit, and a changeover switch. The projection mechanism projects an image from a back of a game board of a pachinko game machine. The control unit causes the projection mechanism to projection display at least one moving image on at least one

display area in the game board and causes the projection mechanism to projection display a still image on the game board outside the at least one display area, wherein the control unit sets parameters including a position parameter that determines a position of the at least one display area, a number parameter that determines a number of the at least one display area, and a size parameter that determines a size of the at least one display area where the moving image is displayed, and wherein the control unit changes more than one of the parameters at a predetermined time, while the at least one moving image and the still image are displayed. The changeover switch is connected to the control unit and is operable by a user to generate a first, a second, and a third image changeover signal. The control unit causes the projection mechanism to project a game machine information image as the still image in response to the first image changeover signal, a broadcast television image as the at least one moving image in response to the second image changeover signal, and both of the game machine information image as the still image and the broadcast television image as the at least one moving image in response to the third image changeover signal. The game machine information image includes a hit frequency corresponding to the pachinko game machine.

As discussed above with respect to the method of Claim 1, Takahama et al. and Wells fail to teach or suggest a changeover switch operable to generate a first, a second, and a third image changeover signal. Further, Takahama et al. and Wells fail to teach or suggest a control unit that causes the projection mechanism to project a game machine information image in response to the first image changeover signal, a broadcast television image in response to the second image changeover signal, and

both of the game machine information image and the broadcast television image in response to the third image changeover signal.

For these reasons, Takahama et al., and Wells do not teach each and every element of claim 6. With regard to claims 7-8 and 10-13, Applicant notes that each either directly or indirectly depends from claim 6 which defines over the prior art as discussed in detail above. Therefore, claims 7-8 and 10-13 also define over the prior art. Reconsideration and withdrawal of the rejections are respectfully requested.

Claim 14 recites a display method comprising the steps of projecting at least one moving image on at least one display area of a game board of a pachinko game machine and projecting a still image on the game board outside of the at least one display area. The method further comprises changing at least one of a position parameter that determines a position of the at least one display area, a number parameter that determines a number of the at least one display area, and a size parameter that determines a size of the at least one display area at a predetermined time while the at least one moving image and the still image are displayed. The method further comprises receiving a first image changeover signal from a changeover switch operated by a user and projecting a game machine information image as the still image in response to the first image changeover signal, the game machine information image including a hit frequency corresponding to the pachinko game machine. The method further comprises receiving a second image changeover signal from the changeover switch operated by the user and projecting a broadcast television image as the at least one moving image in response to the second image changeover signal. The method further comprises receiving a third image changeover signal from the changeover switch

operated by the user and projecting both of the game machine information image as the still image and the broadcast television image as the at least one moving image in response to the third image changeover signal, the game machine information image including the hit frequency corresponding to the pachinko game machine. The predetermined time corresponds to a change in a state of a game being played on the pachinko game machine.

Similar limitations are discussed above with respect to Claim 1. For at least the above reasons, Takahama et al., and Wells do not teach each and every element of claim 14. With regard to claims 16 and 24, Applicant notes that each depends from claim 14 which defines over the prior art as discussed in detail above. Therefore, claims 16 and 24 also define over the prior art. Reconsideration and withdrawal of the rejections are respectfully requested.

Claim 26 recites a display apparatus comprising a projection mechanism, a control unit, and a changeover switch. The projection mechanism projects an image on a game board of a pachinko game machine. The control unit causes the projection mechanism to project a moving image on a predetermined area of the game board and a still image on the game board outside the predetermined area at a predetermined time. The changeover switch is connected to the control unit and is operable by a user to generate a first, a second, and a third image changeover signal. The control unit changes at least one of a position, a number, and a size of the predetermined area at a predetermined time while the moving image and the still image are displayed and causes the projection mechanism to project a game machine information image as the still image in response to the first image changeover signal, a broadcast television

image as the moving image in response to the second image changeover signal, and both of the game machine information image as the still image and the broadcast television image as the moving image in response to the third image changeover signal. The game machine information image includes a hit frequency corresponding to the pachinko game machine.

Similar limitations are discussed above with respect to Claim 6. For at least the above reasons, Takahama et al., and Wells do not teach each and every element of claim 26. With regard to claims 27 and 29, Applicant notes that each depends from claim 26 which defines over the prior art as discussed in detail above. Therefore, claims 27 and 29 also define over the prior art. Reconsideration and withdrawal of the rejections are respectfully requested.

CONCLUSION

It is believed that all of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicant therefore respectfully requests that the Examiner reconsider and withdraw all presently outstanding rejections. It is believed that a full and complete response has been made to the outstanding Office Action and the present application is in condition for allowance. Thus, prompt and favorable consideration of this amendment is respectfully requested. If the Examiner believes that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at (248) 641-1600.

Respectfully submitted,

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